

**AMENDMENTS TO THE CLAIMS**

**This listing of claims will replace all prior versions and listings of claims in the application:**

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**LISTING OF CLAIMS:**

1-5 (canceled).

6. (currently amended): A polarizing plate comprising a polarizing layer having a thickness of about 20 nm to about 1500 nm formed by rubbing at least one surface of a substrate, coating the rubbed surface of the substrate with an aqueous solution containing a dye having a tabular molecular shape, and drying the solution, wherein the dye having a tabular molecular shape coated on the rubbed surface of the substrate is oriented roughly perpendicular to the rubbing direction~~The polarizing plate according to claim 1~~, wherein the substrate is a cellulose resin film.

7. (currently amended): A polarizing plate comprising a polarizing layer having a thickness of about 20 nm to about 1500 nm formed by rubbing at least one surface of a substrate, coating the rubbed surface of the substrate with an aqueous solution containing a dye having a tabular molecular shape, and drying the solution, wherein the dye having a tabular molecular shape coated on the rubbed surface of the substrate is oriented roughly perpendicular to the rubbing direction~~The polarizing plate according to claim 1~~, wherein the substrate is a norbornene resin film.

8. (currently amended): A polarizing plate comprising a polarizing layer having a thickness of about 20 nm to about 1500 nm formed by rubbing at least one surface of a substrate, coating the rubbed surface of the substrate with an aqueous solution containing a dye having a tabular molecular shape, and drying the solution, wherein the dye having a tabular molecular shape coated on the rubbed surface of the substrate is oriented roughly perpendicular to the rubbing direction ~~The polarizing plate according to claim 1~~, wherein a reflecting layer is formed on a surface of the substrate opposite to the surface on which the polarizing layer is formed.

9. (currently amended): A polarizing plate comprising a polarizing layer having a thickness of about 20 nm to about 1500 nm formed by rubbing at least one surface of a substrate, coating the rubbed surface of the substrate with an aqueous solution containing a dye having a tabular molecular shape, and drying the solution, wherein the dye having a tabular molecular shape coated on the rubbed surface of the substrate is oriented roughly perpendicular to the rubbing direction ~~The polarizing plate according to claim 1~~, wherein a reflecting layer is formed between the substrate and the polarizing layer.

10. (previously presented): The polarizing plate according to claims 8 or 9, wherein the surface of the reflecting layer is roughened.

11. (original): The polarizing plate according to claims 8 or 9, wherein a light diffusion layer is formed on the polarizing layer.

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12. (currently amended): A liquid crystal display device comprising the polarizing plate according to claims 4, 8 or 9 ~~is~~ laminated on a liquid crystal cell with the polarizing layer being positioned closer to the liquid crystal cell.

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13. (original): The liquid crystal display device according to claim 12, wherein a front polarizing plate is placed on a surface of the liquid crystal cell opposite to the surface on which the polarizing plate is laminated.

14. (original): The liquid crystal display device according to claim 13, wherein the front polarizing plate is the same as the polarizing plate placed opposite to the liquid crystal cell.